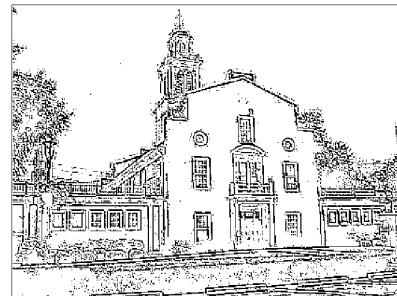




**Massachusetts State Exposition Building**  
**Eastern States Exposition**  
**West Springfield, Massachusetts**



Massachusetts Department of Agricultural Resources  
251 Causeway Street, Suite 500  
Boston, Massachusetts 02114

Building Managers:

Mary Jordan, (617) 626-1750, Mary.Jordan@state.ma.us  
Richard LeBlanc, (617) 626-1759, Richard.LeBlanc@state.ma.us

## **2009 Exhibitor Booth Guidelines and Application**

The Massachusetts Department of Agricultural Resources (MDAR) invites Massachusetts organizations and businesses ("applicants") to apply for the purpose of showcasing Massachusetts agriculture, commerce, culture, food and tourism through informational, educational, promotional and retail exhibits in the Massachusetts Building at the Eastern States Exposition located in West Springfield, Massachusetts. The dates for the 2009 Big E are September 18 - October 4, 2009.

A fully completed 2009 application will be accepted until 4:00 PM on Friday, May 8, 2009.

**Eight copies plus signed original (faxes will not be accepted) must be mailed to address above, Attn: Ellen Hart.** Applicants will be notified of action on their application after review by the Massachusetts Building Advisory Committee and approval by the Massachusetts Department of Agricultural Resources. **New applicants** are required to attend New Applicant Presentation Day slated for Wednesday, May 20, 2009.

Completed applications and a **\$100 deposit** (excluding government agencies) to be made payable to the **Commonwealth of Massachusetts, Massachusetts State Exposition Building Maintenance Fund.** The deposit will be refundable to applicants who are not selected to exhibit.

Each year, there are approximately 30 exhibit areas available within the Building and limited additional space outside of the Building to accomplish the mission of the building. A blend of non-profit and for-profit entities will be selected to occupy the exhibit areas. In order to uphold the Mission of the Massachusetts State Exposition Building, an effort is made to have a balance of exhibits featuring "Massgrown" or produced food products along with exhibits featuring informational displays, hard goods and/or other Massachusetts products or services.

The center area of the Massachusetts Building is an exceptional "open space" that provides a unique opportunity to modify the "look" of the building from fair to fair. Accordingly, an annual theme may be identified by the Department for the Building's central area. If such a theme has been identified, exhibitors who are selected to display in this area will be expected to develop exhibits that are representative of the theme.

### **BOOTH OCCUPANCY CRITERIA, FEE SCHEDULES AND LICENSING AGREEMENTS:**

1. Products, hard goods and other products or services (other than food products) sold in building must be available commercially on a regular basis (i.e. year-round availability, not just during the Big E).
2. Signs/Banners must be professional, attractively displayed and pre-approved by the building manager.
3. Must enter into a contract with the MDAR by date designated by the Department.
4. Booth space is for the entire 17 day fair, unless special arrangements have been made beforehand with the Building Manager.
5. Leasing and/ or sub-leasing any and/ or part of booth area without approval of the Building Manager is prohibited.

#### EXHIBITOR Fee Schedule:

	<u>For Profits</u>	<u>Non-profits</u>
1. Hard goods, specialty products	\$ 15 / sq. ft.	\$ 10 / sq. ft. or 5% of gross sales, whichever is less.
2. Food and/or Beverage	\$ 20 / sq. ft.	\$ 15 / sq. ft. or 5% of gross sales, whichever is less.

#### NOTE:

- a) Non-Profits: For those applying as a non-profit, please include documentation, supporting papers, and/or structure of the organization. Receipts will be required for this option, and payment due by October 5, 2009.
- b) "Education only" booths that are NOT SELLING ANY PRODUCTS at the Fair and/or components of Exhibitor Booths that provide an educational opportunity to Fair goers MAY BE FEE EXEMPT.

#### LICENSING AGREEMENT:

Each accepted exhibitor will enter into an agreement with the Department that must be signed by both the Department and the Exhibitor by Friday, August 21, 2009.

#### Public Health Requirements:

An informational sheet will be provided to all food exhibitors by the Building Manager as well as the application for a food establishment license and all will be required to comply fully with the same. All applications are to be sent directly to: Mary Jordan.

#### Insurance Requirements:

All exhibitors participating in the Massachusetts Building must, at their own expense, in a company rated A or better by A.M. Best and Company, provide the following insurance coverage:

#### General Liability Insurance:

Bodily Injury/Property Damage – limits of \$500,000 per occurrence.

Products/ Completed Operation – limits of \$500,000 per occurrence.

All policies must name the Commonwealth of Massachusetts as an additional named insured with respect to all operations in conjunction with the Massachusetts State Building/ Massachusetts Department of Agricultural Resources. The duration of the additional names insured status shall be for the entire month of September through the first 7 days following the closing of the Fair (September 1st to October 6th). All Certificates of Insurance must provide a thirty (30) day notice of cancellation or non-renewal to the Massachusetts Department of Agricultural Resources.

Certificates of Insurance, floor space rental fee and contract must be received by the Department on designated date determined by the Department (please refer to "Calendar of Activities" on application to display in the Massachusetts Building). In the event that an exhibitor fails to comply with the terms and conditions contained herein, the Operating Rules for Exhibiting in the Massachusetts Building, and/ or in any other rules regarding the Big E, the Department may exclude such party either before the commencement of the Fair and/ or at any time during its operation.

*New Applicant Presentation Day* (at the Mass. Building).....Wednesday, May 20, 10am-12pm

*Announcement of 2009 Massachusetts Building Exhibitors:*.....Friday, June 12

*Massachusetts Building Exhibitor Meeting:* (at the Mass. Building).....Thursday, July 23, 10am

# **2009 Exhibitor Application Form**

**PLEASE NOTE:** New applicants **MUST** contact Building Management to schedule a meeting and tour before submitting application to the MA State Exposition Building.

Business/Association Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Booth Manager Name (if different than Contact) \_\_\_\_\_

Complete Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business/Tax #: \_\_\_\_\_ or Tax Exempt # \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web URL: \_\_\_\_\_

1. **New Applicant:** Yes No If no, fill out this page and then abbreviated version of application (last page).

2. **Square feet requested (100 ft<sup>2</sup> minimum - typical size 10 ft. across x 10 ft. deep)**

\_\_\_\_\_ If additional space available, interested? how much more? \_\_\_\_\_

3. **Please indicate the utilities and amenities that your exhibit will require:**

\_\_\_\_\_ Water / Plumbing \_\_\_\_\_ Electricity? List appliances \_\_\_\_\_

\_\_\_\_\_ Phone hook-up (optional and at your own expense)

\_\_\_\_\_ Wireless internet (limited usage)

\_\_\_\_\_ Other needs: \_\_\_\_\_

4. **Besides space in booth, what refrigeration and storage needs might you require:**

\_\_\_\_\_ Refrigeration and approx. square ft. (at your own expense)\*

\_\_\_\_\_

\_\_\_\_\_ Storage and approx. square ft. (possible cost associated with usage)\*

\_\_\_\_\_

**\*If you request these services and your application is accepted, you will be required to participate in a subcommittee pertaining to refrigeration needs and/ or a subcommittee pertaining to storage needs.**

**IV. Display, exhibit and/or kiosk details** (use additional paper if necessary).:

- a. Please describe your company/group/association's mission. Please describe the educational opportunity you will provide visitors including the intended "message" of your exhibitor booth and how you intend to convey that message.

---

---

---

---

---

- b. Please describe the product(s), services and/or informational materials that you plan to distribute and/or sell while exhibiting. Be specific.

---

---

---

---

---

- d. Please describe your physical exhibit. Include information about the exhibit design and concept, fabrication materials, layout and other relevant display features. Include possible drawings, schematic and/or photographs of your exhibit.

---

---

---

---

---

---

---

---

I believe the above to be an accurate and true description of our proposed display/exhibit area. I understand that the decision of the Massachusetts Building Advisory Committee and the Department of Agricultural Resources will be based upon the content of this application. I understand any proposed changes to this application after submission to the Department are subject to review before being approved.

Applicant agrees to the above statements and to all provisions in the above "2009 Exhibitor Booth Guidelines and Application" and "2009 Operating Rules for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts."

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Business/Company Name: \_\_\_\_\_

Past Exhibitor Business/Association Name: \_\_\_\_\_

**IMPORTANT: As you address each following section, if applicable, please include any course of action that is referenced in the application cover letter (Use additional paper if necessary).**

Please describe any changes or additions to your physical exhibit. Include information about the exhibit design and concept, fabrication materials, layout and other relevant display features. Include possible drawings, schematic and/or photograph of your exhibit.

---

---

---

---

---

---

---

Please describe the product(s), services and/or informational materials that you plan to distribute and/or sell while exhibiting. Be specific.

---

---

---

---

---

---

---

I believe the above to be an accurate and true description of our proposed display/exhibit area. I understand that the decision of the Massachusetts Building Advisory Committee and the Department of Agricultural Resources will be based upon the content of this application. I understand any proposed changes to this application after submission to the Department are subject to review before being approved.

Applicant agrees to the above statements and to all provisions in the above “2009 Exhibitor Booth Guidelines and Application” and “2009 Operating Rules for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts.”

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Business/Association Name: \_\_\_\_\_